

Field File

Milwaukee Battalion Recruiter Puts Army Pride on Parade

By Sara E. Keller, Milwaukee Battalion

If you know this soldier, you won't be surprised. Those familiar with SFC Lane Goldfarb are acquainted with his enthusiasm for recruiting and his devotion to the Army. Now, however, the Army pride is not just in the person, it's on parade.

When Goldfarb, station commander of the Ironwood Recruiting Station, Milwaukee Battalion, purchased his yellow Pontiac Aztek in July 2002, he had no plans for what would become a traveling Army billboard. But, following the application of two "An Army of One" decals and a plethora of positive feedback from friends and the community, Goldfarb returned to Alf-Craft Signs in Ironwood, Mich., to complete a new mission. He would create his own personal recruiting tool.

Branded from front to back in "An Army of One," Goldfarb's POV is turning heads everywhere he goes. "It sparks interest," explained Goldfarb. "Some wonder what it is and some ask me if it is a GOV or new recruiting asset." Goldfarb has taken his mobile billboard to schools, job fairs, and appeared in a local Memorial Day parade. He plans to showcase the vehicle in future parades and community events.



SFC Lane Goldfarb's Pontiac Aztek is a traveling billboard for "An Army of One," participating in parades and community events. (Photos by Rachel Voldarski)

As one might imagine, Goldfarb is often asked why he elected to alter his vehicle in this way, to which he explains, "It's my way of giving a little back, showing my pride."